



## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

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| Title of<br>Invention  | Consumer Transaction-Based Marketing of Goods and<br>Services |            |            |              |      |          |          |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
|--|---|------------|------------|--------------|------|----------|----------|-------|----------|------|---|---------|------------|--------------|--|-----|-----|------|---|---------|------------|----------|--|-----|-----|------|---|---------|------------|----------|--|-----|-----|------|---|---------|------------|----------|--|-----|-----|------|---|---------|------------|----------|--|-----|-----|------|---|---------|------------|----------|--|-----|----|------|---|---------|------------|-------------|--|-----|----|---------------|------|-----------------|------------|
| <p>Application Number: 10/607677<br/>Confirmation Number: 8065<br/>First Named Applicant: Larry Napier<br/>Attorney Docket Number: ADG 03US<br/>Art Unit: 3629<br/>Search string: ( 4750119 or 4941090 or 5117355 or 5202826<br/>or 5287268 or RE36116 or 6105001 ).pn.</p> <p><b>US Patent Documents</b></p> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>/YR/</td><td>1</td><td>4750119</td><td>1988-06-07</td><td>Cohen et al.</td><td></td><td>364</td><td>401</td></tr><tr><td>/YR/</td><td>2</td><td>4941090</td><td>1990-07-10</td><td>McCarthy</td><td></td><td>364</td><td>405</td></tr><tr><td>/YR/</td><td>3</td><td>5117355</td><td>1992-05-26</td><td>McCarthy</td><td></td><td>364</td><td>405</td></tr><tr><td>/YR/</td><td>4</td><td>5202826</td><td>1993-04-13</td><td>McCarthy</td><td></td><td>364</td><td>405</td></tr><tr><td>/YR/</td><td>5</td><td>5287268</td><td>1994-02-15</td><td>McCarthy</td><td></td><td>364</td><td>405</td></tr><tr><td>/YR/</td><td>6</td><td>RE36116</td><td>1999-02-23</td><td>McCarthy</td><td></td><td>705</td><td>16</td></tr><tr><td>/YR/</td><td>7</td><td>6105001</td><td>2000-08-15</td><td>Masi et al.</td><td></td><td>705</td><td>14</td></tr></tbody></table> <p><b>Signature</b></p> <table border="1"><thead><tr><th>Examiner Name</th><th>Date</th></tr></thead><tbody><tr><td>/Yehdega Retta/</td><td>05/30/2008</td></tr></tbody></table> |   | init       | Cite.No.   | Patent No.   | Date | Patentee | Kind     | Class | Subclass | /YR/ | 1 | 4750119 | 1988-06-07 | Cohen et al. |  | 364 | 401 | /YR/ | 2 | 4941090 | 1990-07-10 | McCarthy |  | 364 | 405 | /YR/ | 3 | 5117355 | 1992-05-26 | McCarthy |  | 364 | 405 | /YR/ | 4 | 5202826 | 1993-04-13 | McCarthy |  | 364 | 405 | /YR/ | 5 | 5287268 | 1994-02-15 | McCarthy |  | 364 | 405 | /YR/ | 6 | RE36116 | 1999-02-23 | McCarthy |  | 705 | 16 | /YR/ | 7 | 6105001 | 2000-08-15 | Masi et al. |  | 705 | 14 | Examiner Name | Date | /Yehdega Retta/ | 05/30/2008 |
| init   | Cite.No.  | Patent No. | Date       | Patentee     | Kind | Class    | Subclass |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 1   | 4750119    | 1988-06-07 | Cohen et al. |      | 364      | 401      |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 2   | 4941090    | 1990-07-10 | McCarthy     |      | 364      | 405      |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 3   | 5117355    | 1992-05-26 | McCarthy     |      | 364      | 405      |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 4   | 5202826    | 1993-04-13 | McCarthy     |      | 364      | 405      |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 5   | 5287268    | 1994-02-15 | McCarthy     |      | 364      | 405      |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 6   | RE36116    | 1999-02-23 | McCarthy     |      | 705      | 16       |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /YR/   | 7   | 6105001    | 2000-08-15 | Masi et al.  |      | 705      | 14       |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| Examiner Name  | Date  |            |            |              |      |          |          |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |
| /Yehdega Retta/  | 05/30/2008  |            |            |              |      |          |          |       |          |      |   |         |            |              |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |     |      |   |         |            |          |  |     |    |      |   |         |            |             |  |     |    |               |      |                 |            |